



UTAH TOURISM INDUSTRY COALITION & UTAH OFFICE OF TOURISM SEVENTH ANNUAL UTAH TOURISM ADVERTISING AND MARKETING CONTEST

The contest celebrates the best of Utah tourism advertising, marketing, and promotions. Winners will be announced at the Utah Tourism Conference, Thursday, May 17, 2012, at the Utah Valley Conference Center.

The contest is open to Arts/Cultural Organizations/Businesses, Destination Marketing Organizations (CVBs, County Travel Councils, Travel Regions, etc.), Hotels/Motels/Bed & Breakfast Inns, Ranches/Lodges, Restaurants, Shopping/Specialty Stores, Ski Areas/Mountain Resorts, Sports/Recreation/Guides & Outfitters, and Transportation Services.

ENTRY PROCEDURES

- Organizations are allowed to submit up to four entries, one piece per category in your budget. A complete entry form must be submitted for each organization.
- Please mail entries to Rebecca Katz at the Utah Office of Tourism. Entries will be displayed at the Utah Tourism Conference, May 15-17, 2012, at the Utah Valley Conference Center.
- All entries must have been in market between January 1, 2011 to present.
- Entries must be received by **Thursday, April 19, 2012**.
- The entry fee is \$25 total, for up to four entries. Money collected goes to the 2012 Utah Tourism Conference. Upon receipt of your entries you will receive an invoice by UTIC.
- Questions or comments contact Rebecca Katz at the Utah Office of Tourism, rkatz@utah.gov.

ENTRY INFORMATION

COMPANY NAME: _____

CONTACT: _____

TELEPHONE: _____

E-MAIL: _____

Organization Category:

____ CVB / County Travel Council / Gov. Agency / Non-Profit / Organization ____ Private Sector

Annual Advertising Budget of ____ Less than \$250,000 ____ More than \$250,000

ENTRY CATEGORY

____ Print (Brochure, travel guide, ad, etc.)

____ Broadcast (Radio, TV)

____ Web (Website, social media campaign, etc.)

____ Special Promotions (Events, specialty items, etc.)

____ Total Number of entries per submitting organization

Mail Entries to:

Rebecca Katz
Utah Office of Tourism
Council Hall/Capitol Hill
300 North State Street
Salt Lake City, UT 84114
Tel. 801 538 1479
rkatz@utah.gov
www.visitutah.com

ENTRIES DUE:

Thursday, April 19, 2012